

Annual Members' Meeting 2023

Long-form expenditure details relating to the entity for the 2023 financial year.

Promotion, marketing and sponsorship expenditure

This includes activity relating to the design, creation and distribution of educational and promotional communications and includes sponsorships, partnerships and advertising.

These activities are undertaken to promote the fund and the features of the super and pension accounts the fund offers, and to provide services which deliver value to our members.

Please note, figures included in the table below are estimates paid by the trustee (Avanteos Investments Limited) out of its fee income rather than out of the fund.

Colonial FirstChoice Superannuation Trust

Vendor name	Contract term	FY23 (\$)	Total contract value (\$)¹
Howatson+ Company	1 year	1,425,934	1,425,934
It's Friday Company Pty Ltd	3 years	1,022,532	2,781,334
Ikon Communications	3 years	755,887	1,133,830
The Speed Agency Pty Ltd	1 year	664,980	664,980
Hays Specialist Recruitment (Australia) Pty Limited	3 years	312,348	468,522
Hearts and Science Pty Ltd	1 year	194,282	194,282
KPMG	3 years	140,586	140,586
Sprinklr, Inc.	1 year	128,935	128,935
Simple Technology Pty Ltd	3 years	106,050	151,351
TCS Consulting Pty Ltd	5 years	105,630	158,445
Nature Sydney Pty Ltd	1 year	98,101	98,101
Google Australia Pty Ltd	1 year	94,491	94,491
Reputation Institute Pty Ltd	1 year	63,571	63,571

LinkedIn Singapore Pte Ltd	3 years	55,388	83,082
Wealth Insights Pty Ltd	3 years	54,970	58,000
Avanade Australia Pty Ltd	3 years	44,578	66,867
Stroom Pty Ltd	2 years	43,384	125,426
Two Giraffes Creative Pty Ltd	Invoicing only	30,954	30,954
Powerfulpoints Pty Ltd	Invoicing only	23,897	23,897
Bluefin Resources Pty Ltd	Invoicing only	17,886	17,886
Rainmaker Information Pty Ltd	Invoicing only	14,188	14,188
The Trustee for The Crafted Trust	Invoicing only	11,316	11,316
Adobe Systems Software Ireland Ltd	3 years	10,511	15,766
Commonwealth Bank of Australia	3 years	8,598	12,897
Prosperity Financial Services Pty Ltd	Invoicing only	6,362	6,362
M&C Saatchi Agency Pty Ltd	Invoicing only	3,876	3,876
Telum Media Australia Pty Ltd	Invoicing only	3,787	3,787
Logmein Aus Pty Ltd	Invoicing only	2,382	3,573
Scotland & Harrisson International	Invoicing only	1,824	1,824
City Fresh Fruit Company	Invoicing only	1,230	1,230
Fiftyfive5	Invoicing only	238	238
Financial Advice Association Australia (FAAA)	Invoicing only	135	135
Multiple payees	N/A	(192,615) ²	N/A
Grand total		5,256,217	7,985,666

1. The total contract value represents the actual amounts the trustee of the fund has paid to date.
2. The figures in brackets are reversals of accruals (return of payments) from previous financial years.

Disclaimer

Avanteos Investments Limited ABN 20 096 259 979, AFSL 245531, trustee of the Colonial First State FirstChoice Superannuation Trust ABN 26 458 298 557.